

# text4baby

Text4Baby is a public-private collaboration, led by the National Healthy Mothers, Healthy Babies Coalition (HMHB), to bring together government, business, non-profits and academic institutions to launch and evaluate innovative new models for using mobile phones and the mobile phone infrastructure to address critical health care challenges. The focus of Text4Baby is to launch and evaluate a mobile information service that will provide timely information to pregnant women and new mothers that will improve their health and the health of their babies.

Text4Baby aims to:

- Demonstrate the potential of mobile health technology to address a critical national health priority and reach underserved populations with health information.
- Reduce the number of premature births among low-income women and improve maternal and child health outcomes.

## **The Text4Baby Service**

Through a broad scale marketing campaign, pregnant women will be encouraged to register themselves by texting a key word to the service's short code (e.g. text BABY to 311411). They will then receive a text message reply asking if they are pregnant or a new mom. If pregnant, they will be asked for their due date. If a new mom, the system will ask for their baby's birthday.

*Pregnancy Messages:* Once registered, the mom-to-be will receive 3 messages per week based on her stage of pregnancy telling her what to expect, what to avoid, and what to do to help her through her pregnancy safely.

*New Mom Messages:* After the baby is born, the new mom will receive messages based on her baby's age reminding her about important check ups, vaccinations, and tips to keep her and her baby healthy.

## **Text4Baby Partners**

A number of groups are working with HMHB to develop Text4Baby:

- White House Office of Science and Technology Policy
- US Centers for Disease Control and Prevention
- The Wireless Foundation
- Voxiva
- WPP/Grey Healthcare Group
- The George Washington University
- Johnson & Johnson

## **Outreach Partners**

A number of other government, academic and corporate partners are Text4Baby outreach partners and engaged in promoting the service among their target populations. These organizations will disseminate materials to their clients, promote the Text4Baby launch to their constituents, and encourage service use among their own organization's employees. Outreach partners will also collaborate with HMHB and other Text4Baby partners on PR and other promotional efforts. HMHB will provide outreach partners with promotional materials developed for this campaign.